

NOVEMBER, 1955

THE PRESIDENT'S PAGE

DEAR NAEBER:

THE ODDS TURNED AGAINST ME. I THOUGHT YOU'D BE RELIEVED OF GETTING A MESSAGE FROM THE OL' PRESIDENT THIS MONTH. NOT SO. SO, HERE GOES.

FIRST, LET ME THANK ALL OF YOU FOR YOUR HELP AND SUPPORT DURING THE PAST YEAR. IT'S BEEN GRAND BEING YOUR PRESIDENT. YOUR PRESIDENT CAN BE NO BETTER THAN THE SUPPORT HE GETS FROM HIS MEMBERS, AND I GOT PLENTY.

TOO, I WANT TO THANK ONE AND ALL OF THOSE WHO HELPED WITH THE CONVENTION. IT WAS A LOT OF WORK, AND NO ONE APPRECIATES MORE THAN I THE HELP GIVEN IN MAKING THE CONVENTION A SUCCESS, WHICH ALL WHO ATTENDED HAVE TOLD ME IT WAS.

IF I HAVE ANY REGRETS AFTER THE CONVENTION, IT IS THAT MORE OF YOU DIDN'T GET TO ATTEND. YOU NOT ONLY WOULD HAVE PROFITED BY ATTENDING, YOU'D HAVE ENJOYED IT, TOO. THAT'S NOT JUST MY OBSERVATION. IT IS THE EXPRESSION OF DOZENS OF NAEB MEMBERS, AND SOME WHO WERE NOT NAEBERS WHO WERE WITH US.

NAEB HAS HAD A NUMBER OF NOTES FROM PERSONS WHO ATTENDED, OR WHO HELPED US WITH THE PROGRAM, SUCH AS DR. MCFARLAND, EDUCATIONAL CONSULTANT TO GENERAL MOTORS, FROM MAYOR RICHARD DALEY OF CHICAGO, FROM FRED GARRIGUS OF NARTB, FROM ANN SPINNEY OF THE FUND FOR ADULT EDUCATION, AND FROM OTHERS TOO.

ONE MORE NOTE OF THANKS. THANKS TO NAEB FOR THE CITATION. IT WAS REALLY EMBARRASSING TO RECEIVE IT. MANY HAVE DONE AS MUCH OR MORE. I ONLY TRY TO DO MY BEST FOR NAEB AND EDUCATIONAL BROADCASTING, AND YOUR SUPPORT WOULD HAVE BEEN SUFFICIENT THANKS FOR ME. I DO APPRECIATE THE HONOR DEEPLY.

NOW THAT THE CONVENTION IS OVER, I'M TRYING TO CATCH UP WITH MY WORK. MEANWHILE, I'M ASKING ALL COMMITTEES TO CONTINUE FUNCTIONING UNTIL NEW COMMITTEE APPOINTMENTS ARE ANNOUNCED. SOME FEW CHANGES WILL BE MADE, BUT IN GENERAL I HOPE ALL YOU WORKERS WILL BE WILLING TO CONTINUE IN YOUR ROLES.

LIFE SEEMS TO BE ONE THING AFTER ANOTHER. AFTER THE CONVENTION, IT WAS TO WASHINGTON TO ATTEND A MEETING OF JCET.

WHILE THE 1955 CONVENTION IS OVER, WE'LL BE STARTING PLANS FOR THE 1956 AND 1957 CONVENTIONS. IT'LL BE ATLANTA IN '56, ST. LOUIS IN '57, AND ALREADY WE HAVE AN INVITATION FROM PITTSBURGH FOR THE 1958 CONVENTION. IF OTHERS WISH TO INVITE NAEB FOR 1958, YOU MAY SEND YOUR INVITATIONS TO HEADQUARTERS PENDING APPOINTMENT OF ANOTHER COMMITTEE.

HASKELL BOYTER IN ATLANTA AND MARGUERITE FLEMING IN ST. LOUIS HAVE ALREADY BEEN COMMUNICATING WITH US ABOUT DATES AND PLANS FOR THE NEXT TWO CONVENTIONS. WHEN WE GET DATES WORKED OUT, WE'LL LET YOU KNOW.

MEANWHILE, IF YOU HAVE ANY SUGGESTIONS FOR THE 1956 CONVENTION, PLEASE SEND THEM ALONG. THE 1955 COMMITTEE IS GOING TO GET TOGETHER TO REVIEW THE SITUATION AND MAKE SUGGESTIONS FOR THE NEXT YEAR, TOO. WE'VE ALREADY PICKED UP ONE OR TWO GOOD IDEAS FROM PEOPLE WHO ATTENDED.

YOU KNOW, I'VE ALREADY MENTIONED LETTERS FROM BOYTER AND FLEMING. WELL LOOKS LIKE THE COMMITTEES ARE REALLY MOVING AHEAD FULL STEAM. WITHIN LAST DAY OR TWO, HAVE HAD LETTERS FROM DICK VOGL'S GRANTS-IN-AID COMMITTEE, FROM CARL MENZER'S ENGINEERING COMMITTEE, FROM BOB SCHENKAN'S TV DEVELOPMENT COMMITTEE, FROM JIM MILES' PUBLIC RELATIONS ADVISORY COMMITTEE, FROM MAC MCCARTY'S AWARDS AND CITATIONS COMMITTEE, FROM BURTON PAULU'S CONVENTION COMMITTEES. ALL OF THIS POINTS TO ACTIVITIES, AND THAT'S GOOD.

INCIDENTALLY, THE BOARD IS GOING TO HAVE TO MAKE A COUPLE OF IMPORTANT DECISIONS ON NAEB BUSINESS WITHIN THE NEXT SIXTY DAYS, AND YOUR SUGGESTIONS COULD BE MOST HELPFUL.

1. NAEB WILL RECOMMEND TO THE CENTER THE PRODUCTION OF ONE OR MORE SERIES OF "PRESTIGE" RADIO PROGRAMS. ALREADY, KEN WRIGHT'S RADIO PLANNING COMMITTEE HAS GIVEN PRELIMINARY CONSIDERATION TO A NUMBER OF PROPOSALS. AT A MEETING EARLY IN DECEMBER KEN'S GROUP WILL RECOMMEND TO THE BOARD CERTAIN PROPOSALS TO PASS ALONG TO THE CENTER. IF YOU HAVE ANY GOOD IDEAS, NOW IS THE TIME TO FIRE AWAY. GET ANY SUGGESTIONS IN BEFORE DECEMBER 1, AND BE SPECIFIC AS POSSIBLE. WHAT SUBJECT AREA, WHO MIGHT BE GOOD CONSULTANTS, WHO MIGHT PLAN AND PRODUCE, LENGTH OF EACH PROGRAM, LENGTH OF SERIES, PURPOSE, ETC. AND THIS CAN INCLUDE ADULT OR IN-SCHOOL PROGRAMMING.

2. NAEB MUST PLAN AND HOLD ONE OR MORE SEMINARS WITHIN THE COMING YEAR. IN WHAT AREAS? FOR WHOM? FOR WHAT PURPOSE? HERE, TOO, A NUMBER OF SUGGESTIONS HAVE BEEN GIVEN PRELIMINARY CONSIDERATION BY THE BOARD, AND THE PROFESSIONAL ADVANCEMENT COMMITTEE IS STUDYING SIMILAR PROBLEMS IN SPECIAL AREAS, AND YOU HAVE AN OPPORTUNITY TO CONTRIBUTE WITH GOOD SUGGESTIONS. LET'S HAVE THEM BEFORE DECEMBER 1.

IN ALL CASES, IF YOU HAVE DOUBT AS TO WHERE SUGGESTIONS REALLY SHOULD GO, FIRE AWAY AT EXECUTIVE DIRECTOR HARRY SKORNIA. THE HEADQUARTERS OFFICE WILL SEE THAT ALL CONCERNED PERSONS RECEIVE THE DOPE.

AT YOUR CONVENTION, YOU ELECTED THREE NEW REGIONAL DIRECTORS. THEY HAVE ALREADY RECEIVED THEIR WELCOME FROM THE BOARD, AND HAVE ATTENDED A BOARD MEETING. THE NEW MEMBERS ALSO HELD A TWO-HOUR CONFERENCE WITH YOUR PRESIDENT, GETTING A FILL-IN SO TO SPEAK ON WHAT'S BEEN GOING ON, WHAT'S LIKELY AHEAD.

RIGHT HERE I WISH TO EXPRESS MY PERSONAL THANKS FOR THE HELP I'VE HAD FROM PAUL RICKARD, FROM MARGUERITE FLEMING, AND FROM JIM MACANDREW. I KNOW YOU, TOO, JOIN IN THIS EXPRESSION OF APPRECIATION TO THEM FOR THEIR SERVICES TO NAEB. THERE ARE SOME MIGHTY FINE PEOPLE IN NAEB, AS I HAVE ALWAYS SAID, AND WE'VE HAD SOME MIGHTY FINE BOARD MEMBERS. THANKS, AGAIN, TRIO.

PRESIDENT'S PAGE--III

A PARTING THOUGHT: IT ISN'T TOO EARLY TO PLAN ON ATTENDING THE 1956 CONVENTION IN ATLANTA. IT'LL BE LATE OCTOBER, IN ALL PROBABILITY, AND WE'LL GIVE YOU DATES WITHIN THE NEXT THIRTY DAYS. PLAN NOW. WE NEED ALL OF YOU AT CONVENTION. MEANWHILE, A PLEASANT THANKSGIVING DAY.

---FRANK E. SCHOOLEY

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